

What is claimed is:

1. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

- a) from about 2% to about 10% ethylene propylene rubber
- b) from about 9.5% to about 16% styrenic block copolymer
- c) from about 24% to about 33% tackifying resin
- d) from about up to .5% anti-oxidant
- e) from about 15% to about 35% NaCMC (Low DS)
- f) from about 5% to about 20% pectin
- g) from 0% to about 6% tackifier with low softening point
- h) from about 3% to about 12% plasticizer
- i) from 0% to about 25% NaCMC (high DS)
- j) from 0% to about 6% powdered cellulose

wherein the probe tack force in grams is in the range of 400-750.

2. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber has a broad molecular weight distribution.

3. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber is amorphous and random.

4. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber has an ethylene content of 50% or less.

5. The hydrocolloid adhesive of claim 1 wherein the probe tack force in grams is in the range of 500-650 grams.

6. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 1250 - 5000.

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7. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 2000 - 3500 when extruded.

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8. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 1500 - 2500 when non-extruded.

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9. The hydrocolloid adhesive of claim 1 wherein the non-extruded tensile strength in grams per square centimeter is in the range of 800 - 1500.

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10. The hydrocolloid adhesive of claim 1 wherein the tensile strength in grams per square centimeter is in the range of 500 - 3500.

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11. The hydrocolloid adhesive composition of claim 1 wherein the extruded tensile strength is in the range of 1500 - 2500 grams per square centimeter.

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12. The hydrocolloid adhesive of claim 1 wherein the probe tack is between about 300 to about 750 grams, force.

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13. The hydrocolloid adhesive of claim 1 wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

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14. The hydrocolloid adhesive of claim 1 wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.

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15. The hydrocolloid adhesive of claim 1 wherein the tackifier softening point is below about 37°C.

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16. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

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- a) from about 2% to about 20% ethylene propylene rubber.
 b) from about 2% to about 16% styrenic block copolymer.
 c) from about 14% to about 33% tackifying resin selected from the group of aliphatic, cycloaliphatic, mixed aliphatic-aromatic, hydrocarbon, pure monomer, rosins, gums and their esters and derivatives, or terpene or polyterpene resins.
 d) from 0% to about 0.5% anti-oxidant.
 e) from about 10% to about 35% NaCMC with degree of substitution below 1.0.
 f) from 0% to about 30.5% pectin.
 g) from about 3% to about 12% plasticizer.
 h) from 0% to about 6% tackifier with softening point below about 37°C.
 i) from 0% to about 25% NaCMC with degree of substitution above 1.0.
 j) from 0% to about 6% powdered cellulose.

17. The hydrocolloid adhesive of claims 16 wherein the probe tack is between about 300 to about 750 grams, force.

18. The hydrocolloid adhesive of claims 16 wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

19. The hydrocolloid adhesive of claims 16 wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.

20. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

- a) from about 11.5% to about 36% of a hydrocolloid blend of ethylene propylene rubber and styrenic block copolymer.
 b) from about 24% to about 39% tackifying resin
 c) from 0% to about 0.5% anti-oxidant.
 d) from about 20% to about 52% absorbent powder selected from the group NaCMC, Pectin, powdered cellulose, and pregelatinized starch, optionally including minor amounts of powdered fillers, fibers, absorbents, or super absorbents.
 e) from about 3% to about 12% plasticizer.
 f) from 0% to about 6% tackifier with softening point below about 37°C.
 g) from 0% to about 25% NaCMC with degree of substitution above 1.0.
 h) from 0% to about 6% powdered cellulose.

21. The hydrocolloid adhesive of claim 20 wherein the probe tack is between about 300 to about 750 grams, force.

22. The hydrocolloid adhesive of claim 20 wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

23. The hydrocolloid adhesive of claim 20 wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.